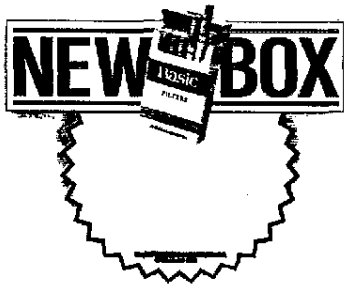
YOUR Basic BOX FULL OF IDEAS

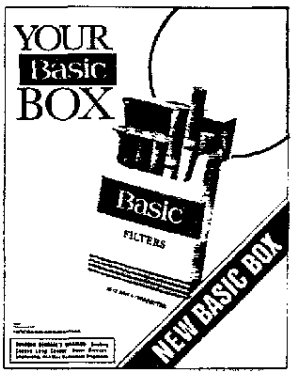
2071742900

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

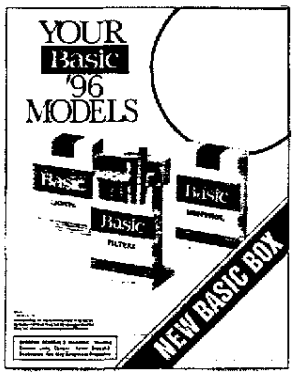
BOX TEMPORARY P.O.S.

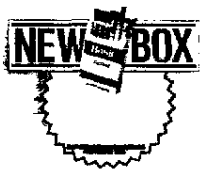


STARBURST 7"

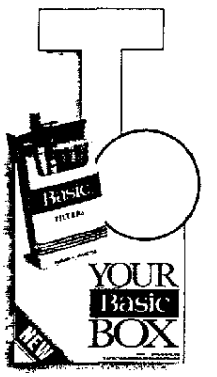


POSTERS 11" x 14"

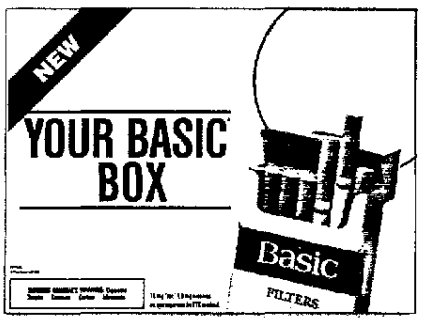




STARBURST 4"



DANGLER 5" x 7"



SMALL BANNER 4' x 3'

STATIC CLING 13" x 4 1/2"

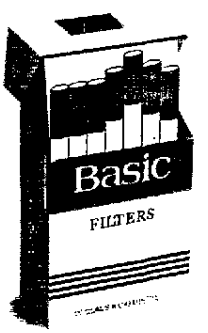
SHELF TALKER 11" x 5 3/16"

GRAVITY FEED 9 7/8" x 15 3/8"

JUMBO PACK 9" x 13 15/16"

A

B

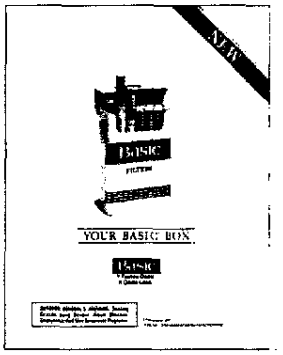


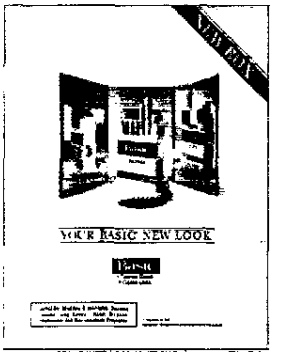
MOVING DISPLAY
(BATTERY OPERATED)
9 3/4" x 15 3/8"

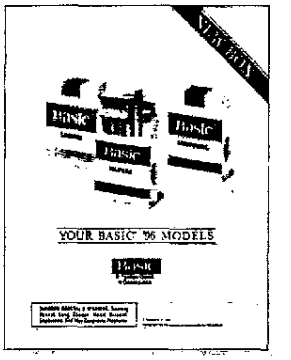
2071742901

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

BOX ADVERTISING



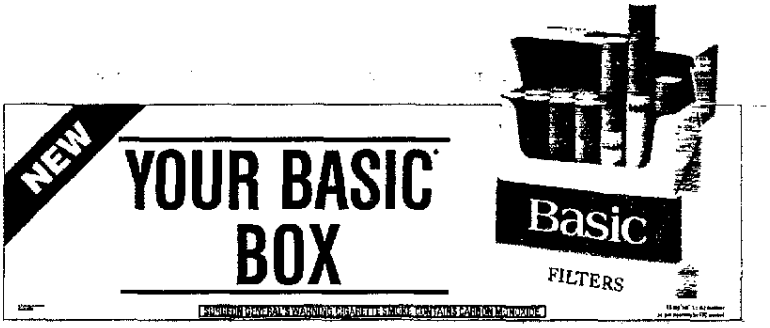




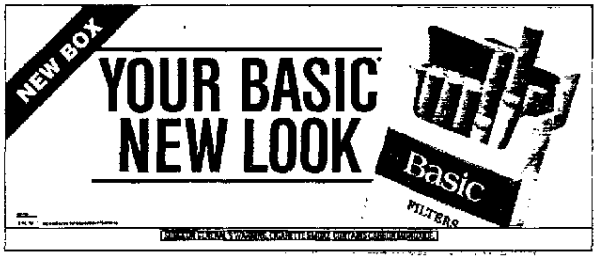
PRINT

FSI

DIRECT



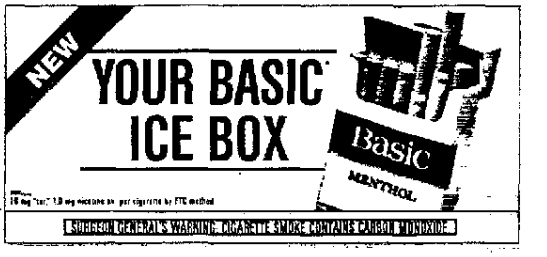
OUTDOOR 14' x 48' DIECUT



19'6" x 48'

14' x 48'

30 SHEET



8 SHEET

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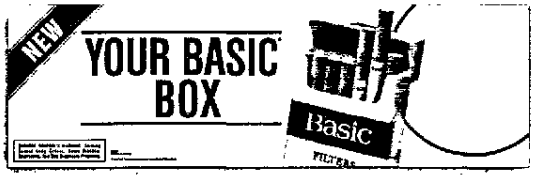
Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

BOX DISPLAY & HEADERS

DUMP BIN 20 1/4" x 36 1/8"



2000 HEADER 23 5/8" x 7 3/4"

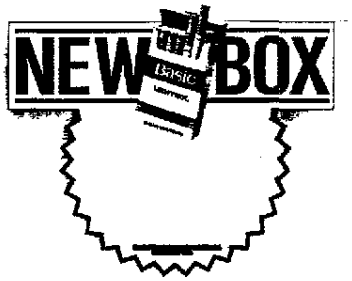
150 HEADER 21 3/4" x 9 9/16"

B-HEADER 13 5/8" x 4 1/2"

BOX MENTHOL P.O.S.

DANGLER 5" x 7"

POSTER 7" x 11"



STARBURST 7"

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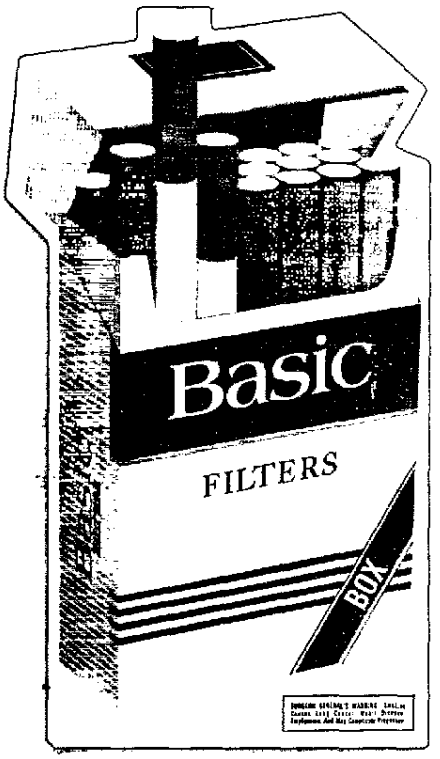
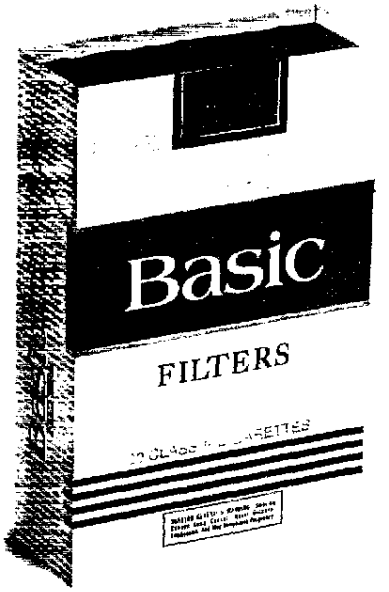
Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

BOX PERMANENT P.O.S.

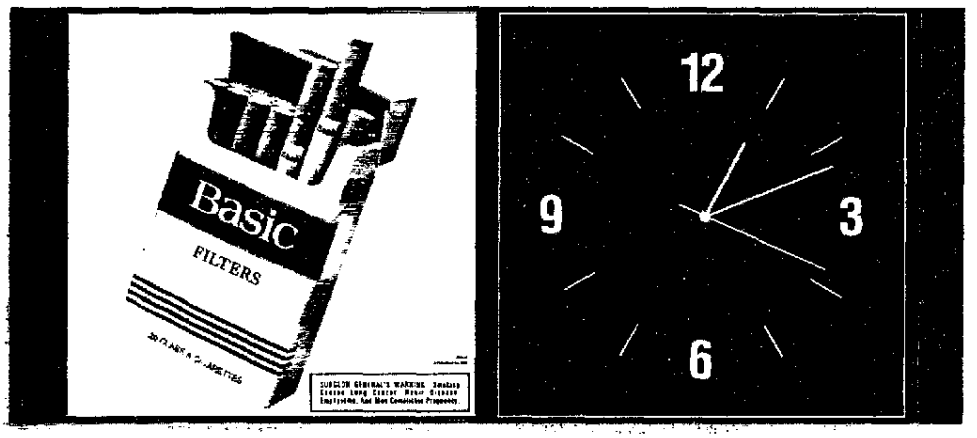


VACUUM FORMED SIGN 12 3/8" x 24"



ASHTRAY 13" x 21"

PENNY CHANGER
3 7/8" x 5 3/8"



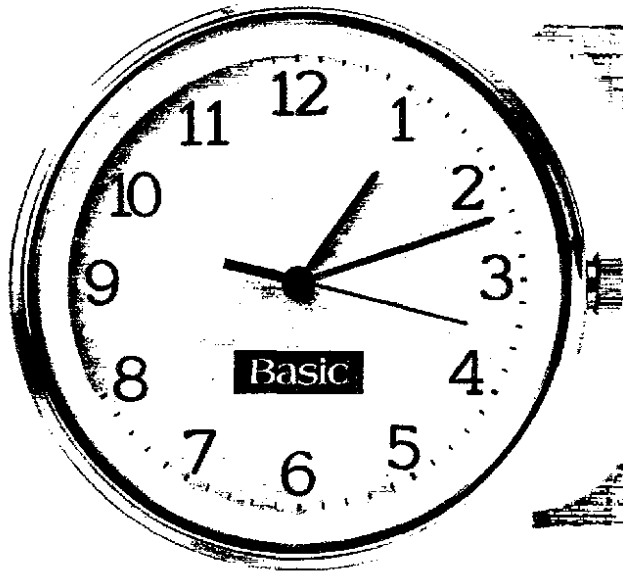
CLOCK (BATTERY OPERATED) 26 1/8" x 11 1/2"

2071742904

78566
mis inc. 199

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

WATCH FOR THE BOX

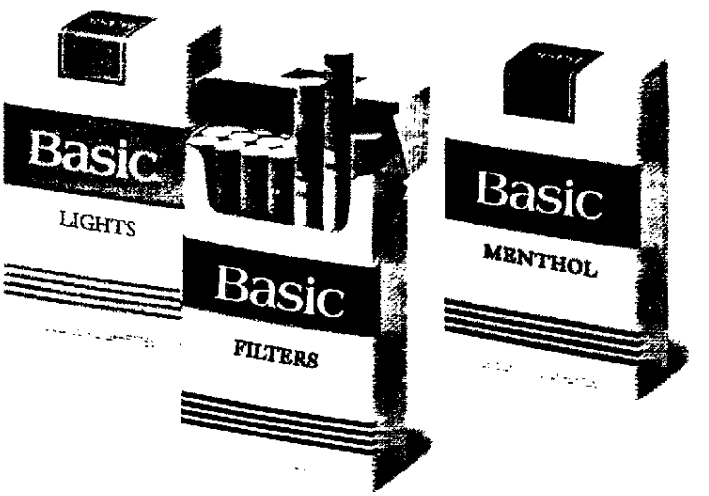


2071742905

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

THIS FEBRUARY 5th

the shape of the discount category will change for the better. That's because Basic® will introduce Basic Box. Three of our most popular king size packings, Full Flavor, Lights and Full Flavor Menthol, will now be available in a box. So with the discount box category still rapidly growing, now's the perfect time to introduce Basic Box.



2071742906

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

WHY NOW'S THE TIME

Basic Box

12
NOW's THE TIME because there's not another second to waste!

1
Box now represents 36%* of total industry volume.

2
The box category is growing: 9%* per year over the last four years.

3
Even though the discount category is declining, discount box packings are growing.

4
As the discount category consolidates, BASIC's contribution to the category is increasing.

5
BASIC is currently the only top 10 cigarette brand that does not offer a box packing.

6
[illegible] Box will offer the same good [illegible] as BASIC Soft Pack, with the added appeal of the Flip-Top® Box.

7
During [illegible] introduction period, BASIC [illegible] be supported with lucra[illegible] trade offers.

8
BASIC Box will be supported at retail with exciting promotions and point of sale.

9
An extensive advertising and direct mail campaign will announce the news of BASIC in a box.

10
Special Menthol creative, in advertising, direct and at retail, will generate excitement for the Menthol box packing.

11
A special freestanding coupon insert will reach millions of consumers during launch.

2071742907

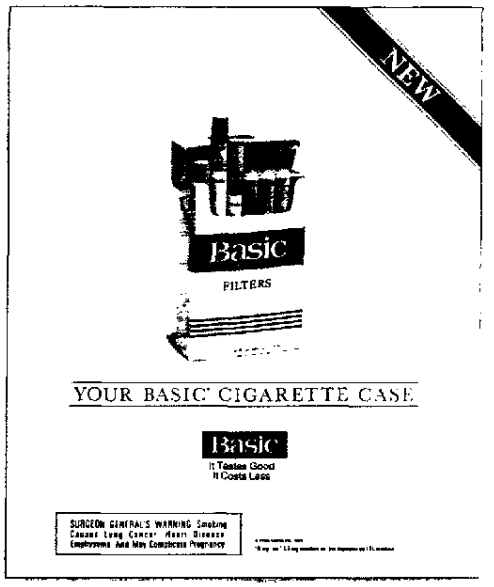
786224

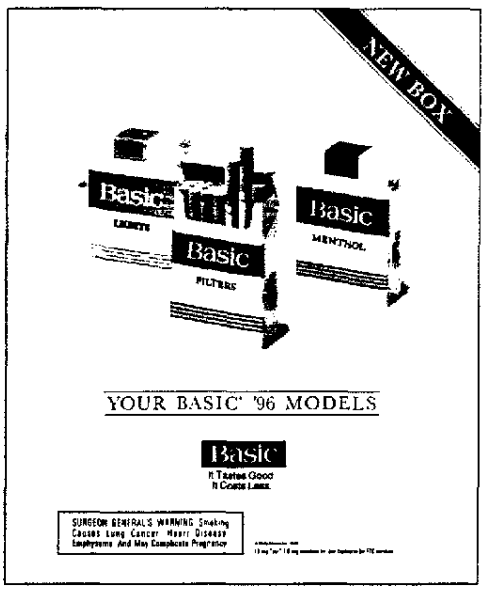
© Philip Morris Inc. 1995

* Source: Nielsen October '95, 3MM

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

BOX ADVERTISING





BOX OOH

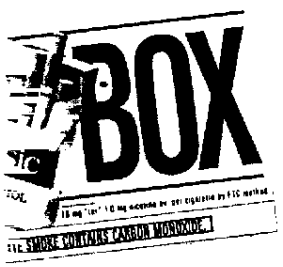
For 6 months, 63% of the U.S. population will be exposed to Basic Box billboards in 58 trade areas.

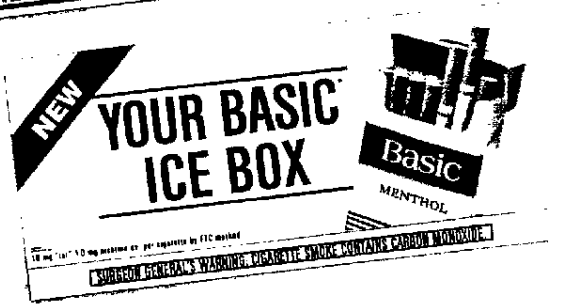
PRINT

For 6 months, in highly read publications such as PEOPLE, SPORTS ILLUSTRATED, PLAYBOY and TV GUIDE, Basic Box print ads will reach 88% of adult smokers 25-54.

2071742908

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004





BOX DIRECT MAIL

Basic will deliver an intriguing direct mail piece to Basic and competitive smokers. Included in this mailing are two coupons to generate trial of Basic Box.

BOX FSI

Basic will offer a "Buy 2 Get 1 Free" coupon in Sunday's freestanding insert.

2071742909

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

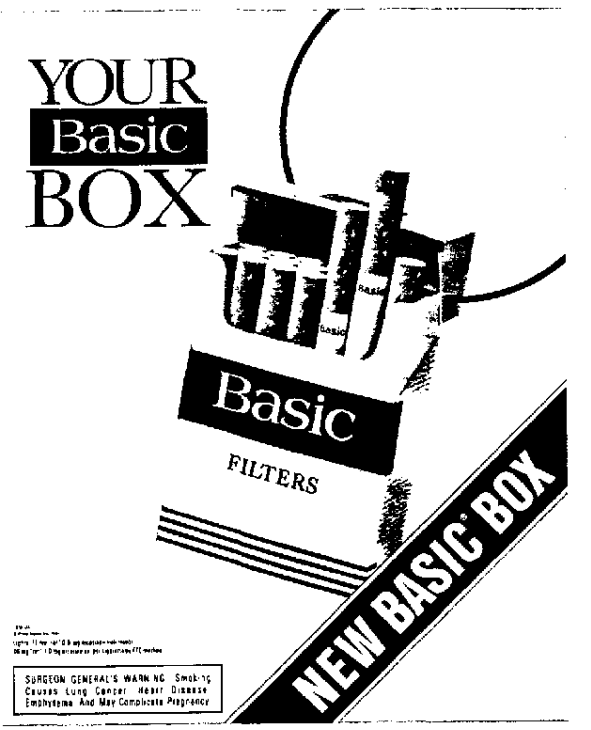
NOW IS THE TIME

BOX

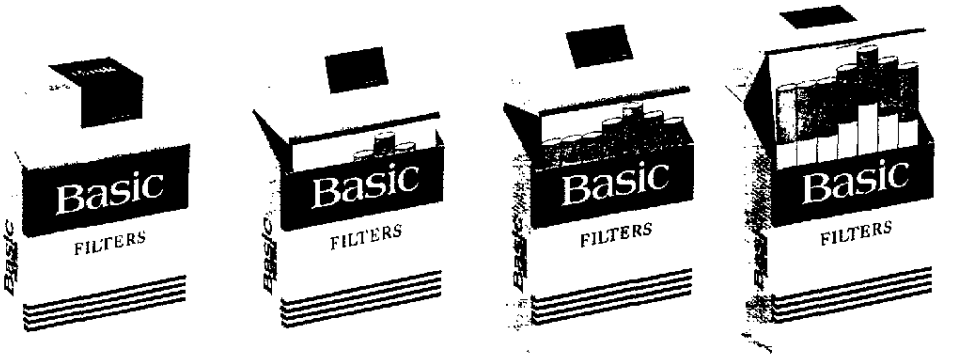
P.O.S.

BOX P.O.S.

During the Box launch, there will be temporary, permanent and menthol specific P.O.S., including a Box gravity feed display for placement in strong discount stores without displays.



POSTER

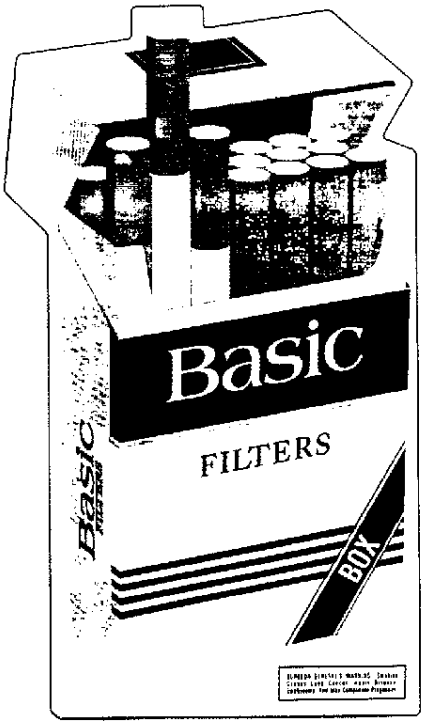


MOTION DISPLAY

2071742910

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

GRAVITY FEED



VACUUM FORMED SIGN

PENNY CHANGER

2071742911

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

NOW IS THE TIME

BOX PROMOTIONS

BOX PROMOTIONS

In addition to Box P.O.S., Basic will have two national box promotions–one B2G1F and one price promotion.

2071742912

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

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4
As the discount category consolidates, BASIC's contribution to the category is increasing.

5
BASIC is currently the only top 10 cigarette brand that does not offer a box packing.

6
BASIC Box will offer the same good taste at a low price as BASIC Soft Pack, with the added appeal of the Flip-Top® Box.

7
During the introduction period, BASIC Box will be supported with lucrative trade offers.

8
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2071742913

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* Source: Nielsen October '95, 3MM

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004

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2071742914

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* Source: Nielsen October '95, 3MM

Source: https://www.industrydocuments.ucsf.edu/docs/jnmn0004